



CATHOLIC STEWARDSHIP CONSULTANTS

Developing Stewardship as a Way of Life

January 5, 2012

Fr. Ken Kuntz
Jesus Christ, Prince of Peace Catholic Church
1105 LaMetta Wynn Dr.
Clinton, Iowa, 52732

Dear Fr. Ken,

All of us at Catholic Stewardship Consultants appreciate the opportunity to work with you and your parishioners in your efforts to establish stewardship as a way of life at Prince of Peace Catholic Church.

We believe that the parish has made great progress over the past year and a half, and the stewardship efforts at Prince of Peace have been well-received by parish leaders and the parish at large. The response to the Parish Survey, Leadership Retreat and Stewardship Renewals have been successful and the publication of the parish newsletter has proven to be a very valuable communication and education tool.

Based on our experience with similar parishes, we project continued annual growth in the practice of stewardship, provided that the parish continues to offer a consistent and effective stewardship message year-round, and also holds annual Stewardship Renewals. We are confident that such a sustained effort will dramatically impact the Prince of Peach parish community for years to come.

This report, although it begins with an overview of the key stewardship efforts in the parish, serves to present the results of this year's Stewardship Renewal. It includes highlights and some recommendations for future efforts. Finally, the appendices present detailed statistics from the Stewardship Renewal.

In Christ,

Catholic Stewardship Consultants, Inc.

Tommy Rose

Narrative Description of the Stewardship Efforts

In May of 2010, the parish decided to begin a long-term effort to educate parishioners on the spirituality of stewardship. This was undertaken with the ultimate goal of bringing people closer to Christ and continuing to build a vibrant parish. Because conversion of heart is an ongoing process for every parishioner, Prince of Peace committed to a long-term strategy of year-round education and annual renewal.

In May/June 2010, the parish administered a survey to gather parishioners' opinions on many aspects of parish life. The results gave the pastoral staff insight into parishioners' views of the parish, especially how they understand and practice stewardship.

Beginning in June 2010, the new monthly parish newsletter began educating parishioners about parish life and the meaning of stewardship. Issues have highlighted various ministries and activities, thus illustrating stewardship in action. The newsletter has been very well-received by parishioners.

The parish held a Leadership Retreat on August 27th and 28th that was led by Deacon David Krueger of the Archdiocese of Omaha. During this time, participants prayed about their relationship with Jesus, and how that relationship is expressed through living stewardship as a way of life. Participants' responses to the retreat were very positive and suggestions for improvements are being implemented in the next retreat.

During the annual Stewardship Renewal in 2010, and again this past August, a "stewardship packet" was mailed to the homes of all parishioners. It contained a customized Stewardship brochure and ministry catalogue that described all ministries, as well as a cover letter and commitment card. Our aim was to lead parishioners to prayerfully consider their role at Prince of Peace, inspiring them to make generous commitments to time (prayer), talent (parish ministries), and treasure (weekly offertory).

Homilies and the lay witness talks given during the three Stewardship Renewal weekends helped parishioners understand what it means to be a Christian steward, thereby preparing them to respond with commitments of Time, Talent, and Treasure. As parishioners returned their commitment cards, extra cards were mailed to those who had not yet responded.

Upon conclusion of the 2010 Renewal, 572 households responded by completing a Commitment Card and returning it to the parish. 673 families (73% of active households) have responded during the 2011 Renewal. Those who completed a Commitment Card were sent a thank-you letter detailing the commitments they made.

Additionally, we worked with the parish to organize a follow-up procedure to ensure that every person who signed up for a parish ministry was called and invited to participate. In 2010, detailed lists were printed for each parish ministry, complete with instructions and a "follow-up results sheet." The lists were distributed by the stewardship committee and ministry leaders reported their results to the parish office. During the 2011 Renewal, Prince of Peace began using a new, online follow-up process by utilizing our web application StewardshipPro, which helped improve response time and the ability to monitor follow-up activity by each ministry. StewardshipPro will be a tool that the parish can use into the future to help leaders better manage their ministries.

Through all of these efforts, Prince of Peace is taking the approach used by the most successful stewardship parishes in the nation. A sustained effort over many years will have a profound and lasting impact on the spirituality of parishioners and the overall health of the parish community.



☞ 2011 Stewardship Renewal Highlights

1. There was a 73% response rate from active households, which is defined by those families who gave at least \$1 to the offertory over the past year*. There were almost 100 more cards collected this year compared to the 2010 Stewardship Renewal.
2. About 73% of participating households made prayer commitments. Each household made an average of 4.42 prayer commitments.
3. Parishioners are continuing to take ownership in the parish by signing up for ministries in large numbers. Approximately 69% of the participating households made a commitment to ministry.
4. About 21% of the 2,641 ministry commitments were **NEW** commitments, which is an indication that parishioners are continuing to step forward to get more involved in parish life.
5. Relatively inactive families are becoming involved at Prince of Peace, continuing a trend that began during last year's Stewardship Renewal. 59 families who were not previously active in any ministry signed up to get involved in 62 of the 93 available ministries.
6. 84% of participating households made a treasure commitment, totaling almost \$732,000 from annual pledges. Those who made a treasure commitment pledged 20% more than they actually gave during the previous year.
7. There were 111 households who turned in a card but made no financial pledge. Last year, they gave just over \$45,000. In our experience, we have seen that these *non-pledging* families will continue to give at that same level, if not higher, over the next year.

☞ 2011 Stewardship Renewal Summary

▪ Registered Households	1,679
▪ Commitment Cards Received.....	673
▪ Return Rate (active households*).....	73%
▪ Return Rate (all households)	38%
▪ Prayer Commitments (Stewardship of Time).....	2,190
▪ Ministry Commitments (Stewardship of Talent).....	2,641
- Re-commitments to ministries	2,077
- New commitments to ministries	564
▪ Offertory Commitments (Stewardship of Treasure)	563
- Average pledge	\$1,300
- Total annual amount pledged	\$731,622
- Actual giving past 12 months	\$610,164
- Pledge Offertory Increase.....	\$121,458



☞ Recommendations for the 2012 Stewardship Renewal

In preparation for the 2012 Stewardship Renewal, consider implementing the following procedures:

1. Since we've been collecting email addresses during this renewal, use email to communicate with parishioners during the next Stewardship Renewal. CSC can help you craft effective messages to use. In addition, there are no costs to send out this form of communication.
2. Continue to work towards ensuring that Commitment Sunday at Prince of Peace is well-organized. Be certain that every family entering the church receives a Commitment Card, that the homily is persuasive, and that people have adequate time to complete their card. Consider a special procession for people to place their cards in a basket near the altar.
3. Consider offering commitment cards for children and teens. The children's cards are best used as a "worksheet" in a controlled setting such as religious education class. The teen cards can be distributed at youth group meetings or on Commitment Sunday.
4. Shortly before the annual renewal, host a Volunteer Appreciation Dinner/Potluck. This will help encourage those who are currently active in the parish to recommit during the upcoming Renewal. It may help those who aren't active to see a benefit of becoming more active during the next Renewal.
5. Continue to put a strong emphasis on ensuring that parish leaders follow-up with parishioners who sign up for parish ministry. As you know, ministry follow-up is one of the most important parts to an effective Stewardship Renewal.

☞ Recommendations for Year-Round Stewardship Efforts

To further promote the stewardship spirituality in the parish, the parish should consider the following initiatives, which have been implemented by other parishes with great success.

1. One hallmark of a stewardship parish is hospitality. Since studies show that when new parish members are not engaged within six months of registering, they are very unlikely ever to become involved, review the way you welcome new families into the parish. In addition to the quarterly newcomers Mass and receptions, here are some additional ideas:
 - a) Because you have limited meeting space, host smaller luncheons or dinners with the pastor or associate priest with between 8 & 10 newly registered couples.
 - b) Have staff or parish volunteers meet with new families one-on-one and proactively sign them up for new ministries or social groups using StewardshipPro. This will ensure that several active members of the parish contact them within the first couple weeks of registering.
 - c) Invite parish volunteers to prepare and deliver welcome baskets to the homes of new parish families.
2. Encourage the Parish Council and Finance Committee to commit to some form of stewardship formation at each meeting. This reinforces that stewardship is the responsibility of all leadership groups, not just the Stewardship Committee.
3. Add extra emphasis on families getting involved in Financial Peace University, or start new groups using the materials offered by Veritas Financial Ministries or Crown Financial. These small groups are effective in helping households manage their finances according to Christian principles.



Report of 2011 Stewardship Renewal Commitments

∞ Stewardship of Time ∞

Prayer Commitments.....	2,190
Commitment Cards with prayer commitments.....	495
Average Number of Prayer commitments per family.....	4.42
Attend Mass every Sunday and Holy Day	453
Attend weekday Mass at least once a week	137
Spend one hour a week in Adoration of the Blessed Sacrament	69
Invite a friend or acquaintance to Mass	93
Pray together with my family.....	190
Discuss our Catholic Faith with my children	148
Read the Bible for a half hour a week.....	129
Spend 15 minutes a day in personal prayer.....	350
Pray the Rosary at least once a week	195
Go to confession at least every other month	69
Attend a Holy Hour for Life or Vocations during the week	27
Spend extra time with my spouse each day.....	209
Listen to Catholic radio 92.5 FM	121



☞ Stewardship of Talent ☞

Ministry commitments	2,641
- Already Involved	2,077
- Interested In Joining.....	564
Commitment Cards with talent commitments.....	464
Average Number of Ministry Sign-ups per family	5.69

	Already Involved	Interested In Joining	Total
"POPEYES" Youth Group	8	6	14
Adult Choir.....	16	7	23
Altar Servers.....	28	6	34
Alumni Association.....	9	6	15
Annual Dinner Committee	15	6	21
Annual Dinner Volunteers	56	17	73
Art and Environment.....	10	1	11
Baking/Salads/Desserts	192	57	249
Baptism Class Facilitator	6	0	6
BeFriender Ministry	8	4	12
Bible Study Groups	32	3	35
Buildings and Grounds Committee	8	5	13
Bulletins/Newsletter Mailing Help.....	40	14	54
Called and Gifted	7	2	9
Cantors	6	3	9
Catholic Historical Center (at St. Boniface).....	20	3	23
Cemeteries.....	14	3	17
Centering Prayer.....	8	2	10
Charity Committee	6	2	8
Children's Choir	6	7	13
Children's Liturgy of the Word Leader	6	1	7
Children's Liturgy of the Word Volunteer	4	5	9



	Already Involved	Interested In Joining	Total
Christian Experience Weekend (CEW).....	58	8	66
Church Cleaning.....	21	9	30
Crop Walk	7	6	13
Devotional Life	6	4	10
Ecumenical Block Party	15	4	19
Evangelization Commission.....	7	2	9
Fair Trade Coffee Sales.....	12	2	14
Faith Formation Commission.....	5	2	7
Family Life Commission.....	4	0	4
Feed the Grieving Ministry	1	8	9
Feed the Homeless Ministry.....	52	18	70
Feed the Hungry # 1	0	0	0
Feed those in the Community.....	30	5	35
Finance Council.....	8	0	8
Financial Peace University.....	6	4	10
Flower Care	10	5	15
Font Maintenance.....	2	0	2
Food Resource Bank	6	4	10
Funeral Luncheon Worker	86	9	95
Funeral Ministers.....	20	8	28
Gift Bearers	125	34	159
Greeters/Minister of Hospitality.....	107	29	136
Handy Skills/Painters	9	10	19
Investment Committee	8	0	8
Irish Boosters.....	65	9	74
Justice & Peace Commission	6	0	6
Kids for Jesus (K4J) Club	18	7	25
Knights of Columbus	70	3	73
Knights of Columbus Ladies' Auxiliary.....	14	4	18
Landscaping	28	15	43
Latino Ministry.....	3	1	4
Market Day.....	24	6	30
Marriage Preparation/Sponsor Couple.....	17	6	23



	Already Involved	Interested In Joining	Total
Ministers of Communion to the Homebound.....	16	5	21
Ministers of Holy Communion	111	18	129
Ministry Fair Volunteer.....	21	1	22
Mom's Group.....	14	3	17
Mom's Group Child Care	5	2	7
Musicians	7	2	9
Parish Council	12	0	12
Parish Life Commission.....	3	0	3
Pax Christi Peace Group	10	1	11
Perpetual Adoration.....	26	8	34
Peru Sister-Parish Volunteer	12	2	14
Photographer	2	4	6
Prayer Line	82	21	103
Prayer Shawl Ministry.....	17	2	19
Prince of Peace Catholic School Board.....	11	1	12
Pro-Life Group	15	1	16
RCIA (Rite of Christian Initiation of Adults) Sponsor	14	3	17
RCIC (Rite of Christian Initiation of Children) Team	6	0	6
Readers (Proclaimers of the Word).....	42	8	50
Religious Education Catechist/Substitute	18	6	24
Rosary.....	20	8	28
SCRIP Sales	32	6	38
Sacristans.....	12	2	14
Sharing Tree Volunteers.....	11	22	33
Small Communities of Faith	12	6	18
Spanish Mass Liturgical Minister	2	1	3
Stewardship Commission.....	10	2	12
Stewardship Institute	2	3	5
Substitute Money Counter.....	11	9	20
Telephoning.....	20	7	27
Transportation Ministry.....	5	1	6
Ushers.....	52	4	56
Vacation Bible School Volunteer.....	22	3	25



	Already Involved	Interested In Joining	Total
Vocations Committee.....	1	1	2
Website Ministry.....	3	0	3
Welcoming Ministry.....	15	5	20
Women's Auxiliary Luncheon Volunteers.....	37	9	46
Worship & Prayer Commission.....	6	0	6



∞ Stewardship of Treasure ∞

Households with Treasure Commitments..... 563
Average Annual Pledge..... \$1,300
Total Annual Amount Committed..... \$731,622

Weekly Pledges 362
Between \$1 and 9 64
Between \$10 and 19 113
Between \$20 and 29 77
Between \$30 and 39 46
Between \$40 and 49 21
Between \$50 and 59 15
Between \$60 and 99 22
Between \$100 and 999999 4

Monthly Pledges 169
Between \$1 and 49 36
Between \$50 and 99 39
Between \$100 and 199 65
Between \$200 and 299 20
Between \$300 and 399 7
Between \$400 and 999999 2

There were 32 households who made a pledge with an interval amount other than weekly or monthly.

